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FALL 2020

# BEAUTYCENTS®

DOLLAR GENERAL

MAYBELLINE NEW YORK

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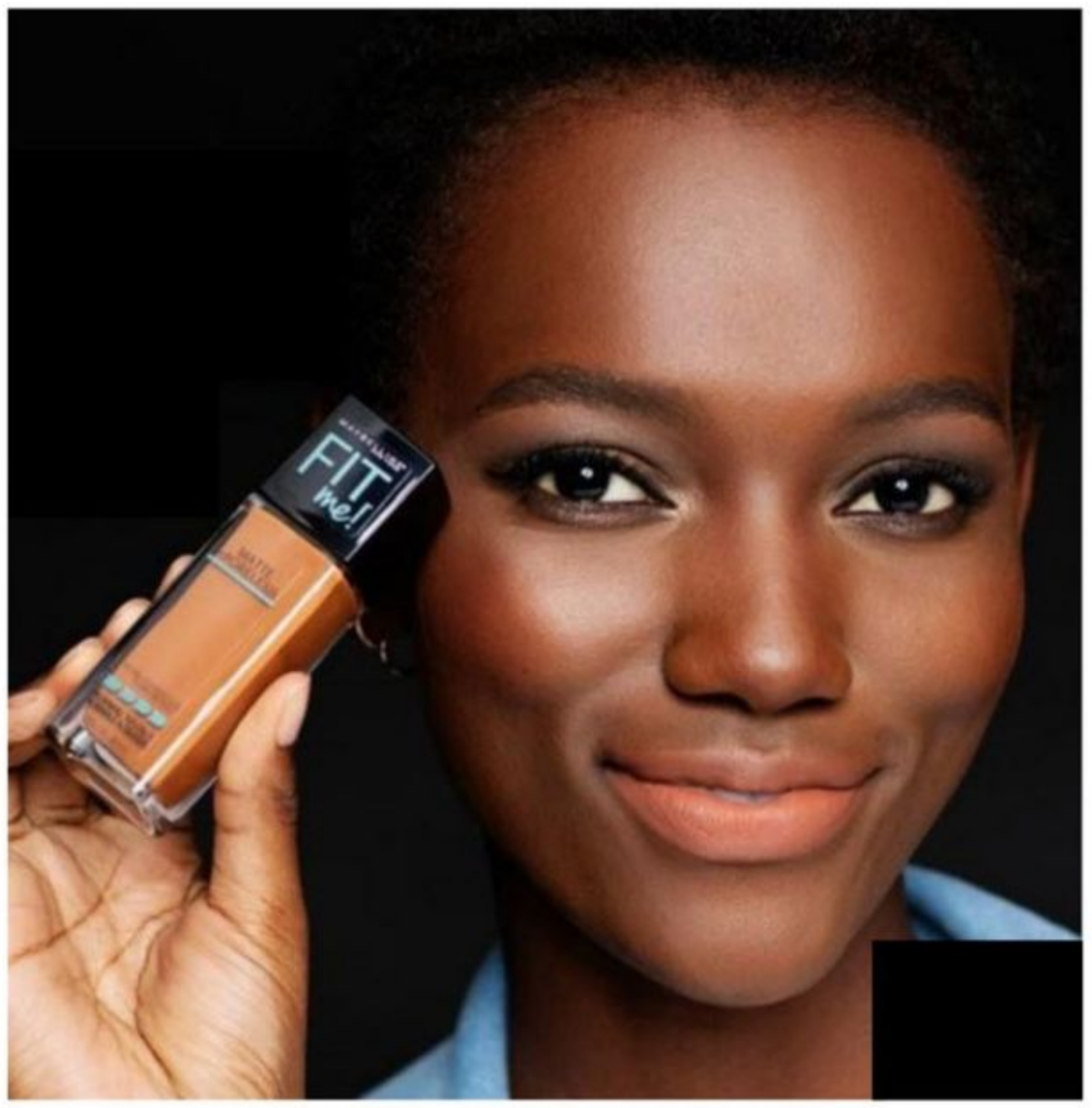
FIT FOR ALL



# HELLO LADIES

LETTER FROM

**DOLLAR GENERAL**

BeautyCents Magazine was started six years ago by Dollar General to highlight influential Black women that inspire positive action and promote self-love. Each of you is unique from your smile to your hair, curves and all of the special pieces that make you who you are. Often, these unique pieces of ourselves are not celebrated by others. In this issue, we celebrate your beauty from the inside out!

For this year's magazine, the Dollar General team curated content focused on the many aspects of your beauty experience. We think that all hair is beautiful whether it's pressed, curly, braided or twisted. We provide our top recommendations to ensure your hair is healthy and beautiful. From our contributors, you will get tips on maintaining healthy hair and styling tutorials for the season. We have added in two new features this year including, "Why I Love My Curves" and "Why I Love My Brown Skin." In their own words, our contributors talk about their Black female experiences and loving themselves from the inside out.

This year, we also have a workout video just for you. They're exercises you can do anywhere. We have to take care of our whole body including our mind. That is why we also have our favorite recommendations for vitamins that will help you feel your best. Our influencers also provide tips to relax and recharge. You may sometimes feel unseen and unheard. We see you and we hear you. Many

of you have likely heard the saying, "Give me flowers to smell while I'm alive." For so many Black women, praise sometimes comes too late. Our 2020 cover model, LisaRaye McCoy, was the perfect representative for uplifting Black women of all ages.

From me to you: you are strong, beautiful, courageous and bold. The fall 2020 edition of BeautyCents Magazine is a salute to you. We celebrate your beauty from the inside out! Thank you for being here, and I hope you love the 2020 edition. This magazine and these flowers are for you.

Best,

*Leigh Lovett*

Social & Influencer Marketing Manager
Dollar General

Be sure to follow @DollarGeneralBeauty on Instagram. Tag us for a chance to be featured when you show us your favorite DG beauty brands.

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# CONTRIBUTORS

## Van Lenore
*Digital Creator*

Van is a lifestyle, beauty and natural hair digital content creator. She is based in New Orleans, LA, where she enjoys spending time with her two handsome boys and fiancé. Van's goal is to influence everyone to be the greatest version of themselves.
*Instagram: @vanlenore*

## Jasmine Winters
*Entrepreneur/Content Creator*

Jasmine is a full-time content creator and entrepreneur based in her hometown of Houston, TX. Jasmine has been in the business world of being a content creator since 2015, highlighting all things hair, beauty, skin and overall lifestyle.
*Instagram: @jd_winters*

## Alesha Faulkner
*Influencer/Content Creator*

Alesha has created an eclectic, successful social media brand that's two parts natural hair, two parts makeup and one part social issues, all humorously and humbly mixed in with her take on the joys (and woes) of motherhood.
*Instagram: @aleshanokeys*

## Kay Elle White
*Blogger/Host, I Am Kay Elle*

Kay Elle is a Nashville-based lifestyle blogger and host that highlights fashion, beauty, inspiration and travel. Her passion is helping others "keep it FAB" with any budget.
*Instagram: @justkayelle*

## Titilayo Abiwon
*Beauty Influencer*

Titi is a full-time social media influencer/content creator. She is very passionate about helping others discover the best version of themselves in any way she can, and she is constantly excited to discover and share good quality products.
*Instagram: @titilayoabiwon*

## Candace McCloud
*Lifestyle Blogger*

Candace is dedicated to sharing her journey as a modern millennial mama. She doesn't shy away from showing the different challenges of motherhood.
*Instagram: @kissmy_freckles*

# CONTRIBUTORS

## Torche' Nash
*Blogger/Influencer*

Torche' is the owner and content creator behind "Being Ecomomical," a website based on helping busy moms save time and money. Torche' has a passion for helping others navigate their way through motherhood.

*Instagram: @beingecomomical*

## Miranda Mendelson
*Beauty Content Creator*

Miranda is dedicated to sharing her passion for beauty with budget in mind. With over 50,000 YouTube subscribers, she's dedicated to helping you keep up with the latest trends without breaking the bank.

*Instagram: @slashedbeauty*

## Derrick Billups
*Founder of City Fit Concierge*

Derrick Billups is the founder of City Fit Concierge and City Fit LIVE. Along with winning Nashville's #1 Personal Trainer for the last three years, he has worked to design over 10+ fitness and wellness spaces throughout the Southeast.

*Instagram: @cityfitconcierge*

## Nailil Rodriguez
*Lifestyle Blogger*

Nailil is a Latina lifestyle blogger at thirtyminusone.com. It's a space created to inspire moms through easy outfit ideas, beauty tips, recipes and lifestyle hacks. She is a mom to two smart girls and wife to her husband of ten years.

*Instagram: @thirtyminusoneblog*

## Naja Rickette
*Celebrity Nail Artist*

Naja is an award-winning celebrity nail artist. Her work has been seen on Lady Gaga, Mary J Blige, Nicki Minaj and LL Cool J. Her passion is serving young entrepreneurs in the beauty industry by teaching them how to make consistent cash from their craft.

*Instagram: @The_Naja*

## Daye La Soul
*Content Creator*

Daye is an established influencer and content creator with years of experience. She is known for her feisty, animated personality and providing professional-quality content for brands that simultaneously remains relatable to her viewers.

*Instagram: @dayelasoul*

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Beauty From the Inside Out! 2019 Event Recap


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# Why I Love My Brown Skin

*Share a selfie and tell us why you love your brown skin and be sure to tag @DollarGeneralBeauty*

My brown skin comes from centuries of beautiful people since day one. We live in a world where so many try to shame us into not loving and celebrating our brown skin – but that's what makes me love it even more. This brown skin of mine is divine!

***By Jasmine Winters***

My brown skin is my constant reminder that someone before me fought tooth and nail for me to be here and have the life I have. It's my reminder that it is my responsibility to do the same for the little brown girls and boys coming after me. Shining my light through adversity, using my voice against injustice and building my vision for the future are all ways of loving my brown skin and making it easier for those coming after me to do the same.

***By Alesha Faulkner***

Why do I love my brown skin? Because it's mine. I am filled with rich melanin! My complexion is the perfect mix of my mother and father. My brown skin is beautiful.

***By Kay Elle White***

I love my rich, beautiful, melanated skin because it's MINE. Beneath my brown skin is so much jubilation, agony, wisdom and, most of all, struggle. I couldn't have asked to be born any other way!

***By Van Lenore***

My brown skin is beautiful. Luckily, I wasn't brought up to dislike my brown skin. However, as I grew older and got more acquainted with society, I realized that not everyone appreciated my brown skin. I grew to love it even more after that realization because I realized that my skin color represents so much more. It represents power, strength, uniqueness and always tells a story. I love my brown skin!

***By Titilayo Abiwon***

My brown skin is beautiful. It's versatile, healthy and glows. It's the very thing that sets me apart in the most distinctive and respectful way. It's the very reason I can proudly advocate for myself and others.

***By Torche' Nash***

I love my brown skin because of what it represents. Its richness, its power and, most importantly, its beauty. Black is beautiful and it will always be.

***By Candace McCloud***

Where do I begin! I love everything about my skin. From the way the sun glistens off my melanin and literally illuminates it with a natural glow to how any color complements my brown skin perfectly on any given day. Even down to the symbol of resilience and power it embodies after centuries of struggles just to exist with brown skin. It's beautiful on a surface level, yet the beauty of our complexion runs well past skin deep for me.

***By Daye La Soul***

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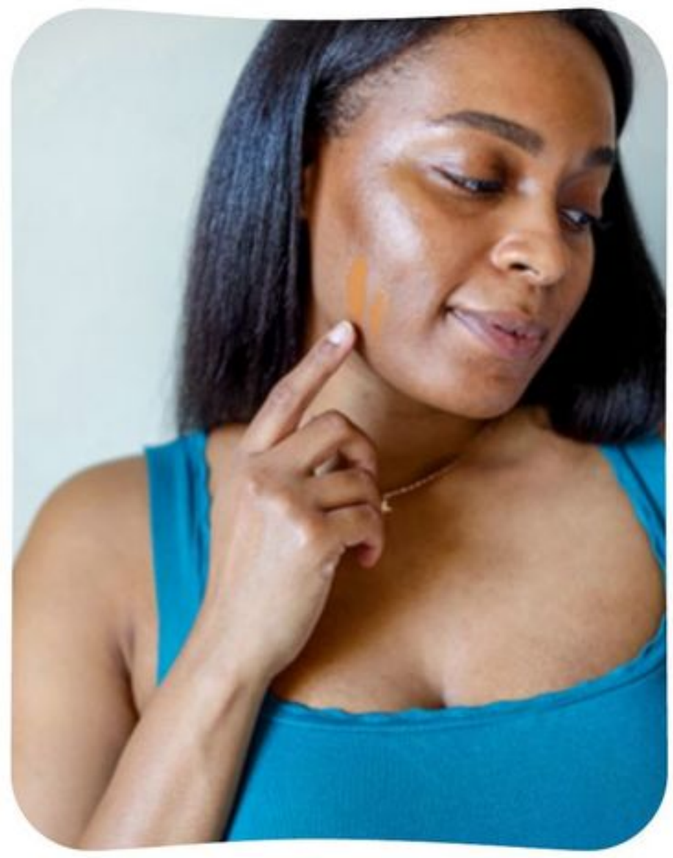
# Finding Your Right Shade!

by *Jasmine Winters*



Finding the right shade of foundation can be difficult. But, when you finally find the right one, it can be the most rewarding feeling ever. You'll never want to let it go!

Let's start with finding your undertone. Is it cool or is it warm? One way to find that out is by doing a vein check. This will help narrow down your hunt for the perfect foundation. If your veins are blue or purple, you fall in the category of cool undertones, and if your veins are green or olive you may have a warm undertone. Are your veins blue/green? You, my friend, have a neutral tone.

Hang in there, girl! The hard part is over now that we've found our undertone and the search has narrowed down. Finding a foundation just got easier. It's now time for a swatch! With some online help, a lot of brands will specify if a shade is marked for your particular undertone.

Whatever your undertone is, the best place to swatch is in between your cheek and jawline. For some, the chest may be a better spot to get a for-sure match. Find the best lighting in a room and let's begin. Take a few of the best matches and apply in a row to the specified area, blending from the cheek toward the neck. Don't worry if your neck tone is just a little off from the shade that matches your face (tone) the most.

Most all of us have a different neck tone than our face. Certain blending techniques will help mask that. Whichever swatch melts into your skin the most and has your skin still looking like your skin, that's your match!

This also goes with finding the right shade of lipstick because a lot of us can relate to the struggle of finding the right nude lipstick. So if you are looking for that everyday nude lippie that doesn't wash you out or make you look like the ashy monster, try checking out your skin tone. And the best place to swatch for lippies is on the lips! But if that's not an option, try a spot on your arm that matches the color on or around your lips the most. Have fun with it!

When it comes to eyeshadows, I say go for whatever makes you happy and feel more confident. Play with the colors and have fun, babe!

What about skin illuminators? Well this is easy – the shade options per brand in illuminators/highlighters are quite a small list. Most skin illuminators/highlighters come with about four options. You can look at the product by not even swatching to tell which matches your skin tone the most.

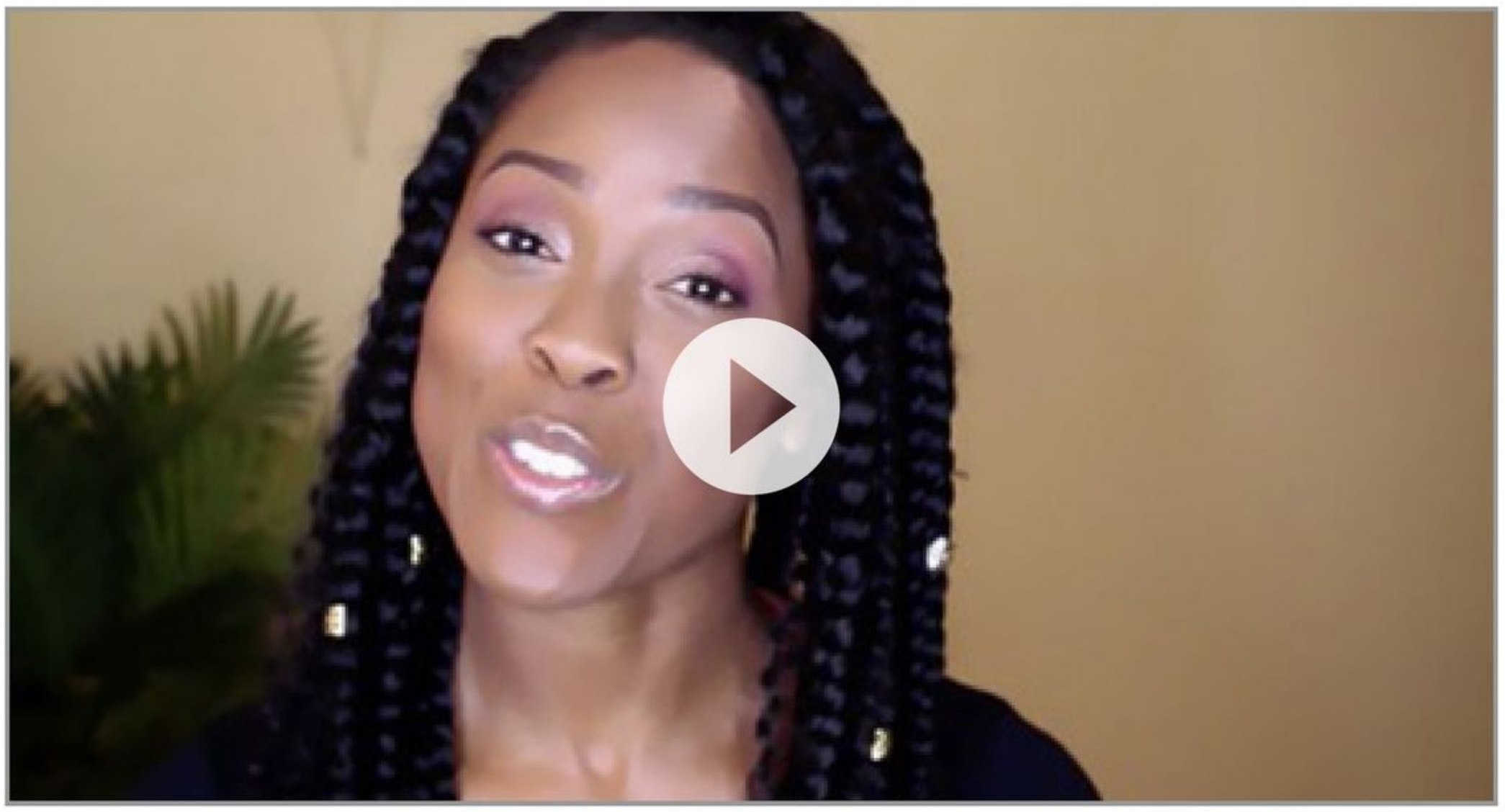
*Follow @jd_winters*

Find these products at your neighborhood Dollar General store!

# How to Achieve A Natural Makeup Look

by *Alesha Faulkner*

Do you want great high-quality makeup but don't want to break the bank? Who says you have to spend a fortune for quality? Watch Alesha Faulkner create an easy, natural, soft, glam look using high-quality, affordable makeup from Dollar General.



*Love what you're seeing? Be sure to share the magazine on social media and show us your favorite makeup look. Follow us for more great tips @DollarGeneralBeauty*

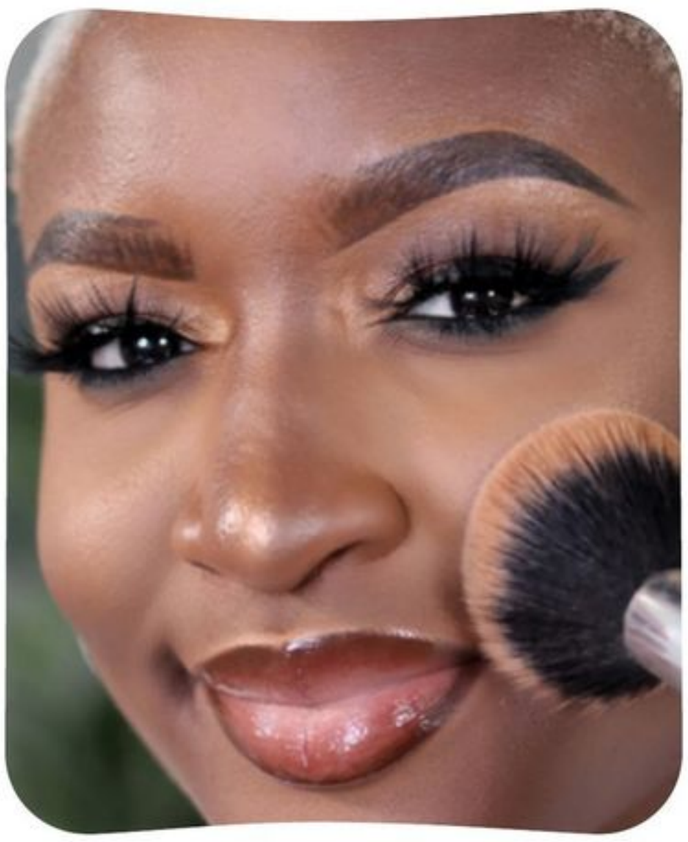
*Follow @aleshanokeys*

# How to Look Your Best In Front of the Camera

by *Titilayo Abiwon*

"Pics or it didn't happen, right?" Haha! I think we can all agree that the best life moments are meant to be documented so they can last forever! As a makeup artist, I know that nothing ruins a great memory for me more than a "not so great" makeup appearance.

**When it comes to looking your best in front of the camera, there are key guidelines that everyone should take note of in order to present yourself in the best light possible.**



With that in mind, I have put together a simple guide highlighting some of my makeup tips for looking your very best on camera!

**1) Start with healthy skin!** Skincare is the most important step to any flawless makeup application, and I cannot stress this point enough. Sometimes I feel like I pay more attention to the skincare products in my routine than the actual makeup routine. Haha!

I personally love the Studio Selection Clarifying Charcoal Cleanser from Dollar General as the first step to my skincare. I currently use this EVERY DAY! Ever since incorporating this into my skincare, my face feels deeply cleansed and detoxified, which gives me smooth skin prepped and ready for a flawless makeup application.

I usually follow up with my favorite moisturizer and makeup primer.

**2) Next, getting a perfect foundation match is VERY important.** In the past, I paid very little attention to actually getting a good foundation match for my skin tone and undertone and, as a result, I would end up looking ashy or orange in pictures and videos. Oh, the struggles! It took me a while to figure out that the problem was that my foundation tone and undertone simply did not match my skin tone and undertone.

Aside from the issues surrounding getting a perfect foundation match, learning all you can about your skin type and texture is also very important. This would help you decide on the type of foundation finish to reach for, i.e. matte, hydrating, luminous, satin, etc. ... My whole experience with foundations changed after this realization. A foundation I absolutely love is the Believe Beauty Skin Finish Foundation because it gives me a perfect foundation match and also contributes to a flawless finish in photos.

*Show us your best on camera look and tag us #DollarGeneralBeauty. Follow us for more great tips @DollarGeneralBeauty*

DOLLAR GENERAL @DOLLARGENERALBEAUTY

**3) Next, using the right concealer is extremely important.** Not only does concealer add additional coverage for those that need it, concealer also helps wake up/ brighten the face when a brighter shade is used as a highlighter. There are a lot of different formulas for different skin types. Similar to foundation, understanding your skin type and searching for the one that best suits your skin type is important.

**4) , BLEND.** Blending is key! Overall, a good blend is what really contributes to an all-around flawless makeup application. I spend more time going back and forth blending my products together than I do applying the products in the first place. Nothing ruins an on-camera moment more than discovering that your makeup looked patchy the entire time.

Another important tip I have picked up over the years is to ensure to blend makeup down into the neck. I made the mistake of not doing this so many times and it resulted in my neck appearing like it did not belong with my face! Haha! Not a great look, especially in pictures.

**5) Adding mascara or falsies:** Waking up your eyes with some mascara or your favorite pair of falsies is always a game changer. I personally love the Believe Beauty Extended Lash Lengthening Mascara!

**6) Bronzer highlighter and blush:** These steps should not be skipped in order to get that beautiful glowy makeup look on camera. Bronzers help warm up the face and highlighters add a nice glow. Then, top it off with blush to add some color back onto the cheeks!

**7) The perfect lip!** For this, it's all about personal preference. Personally, I love more of a glossy lip because it adds a nice softness to the overall look! I love topping off any lip with my favorite clear lip gloss from L.A. Colors.

**8) And then the final step: setting spray!** Completing the makeup process with a setting spray is VERY important. This helps improve the overall makeup finish and also helps extend the wear of the makeup. The Believe Beauty Makeup Perfecting Setting Spray does an amazing job with this.

Incorporate these tips into your makeup routine next time you have a camera shoot and you are sure to capture the best moments on camera that you will always be excited to look back on!

*Follow @titilayoabiwon*

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# Twist Out Tutorial

by *Daye La Soul*

With these hot and humid summer days, twist outs are definitely a go-to style for me because they manage to withstand the moisture throughout the week!

I can head to my local Dollar General and find budget-friendly products that not only give me defined and pretty curls, but I can also find some of my staple products that are essential to my hair care routine for healthy curls! Moisture is the key to defined curls that combat humidity – which causes frizz! For this FAB! twist out, I used The Mane Choice and African Pride.

***Step 1:***

**SHAMPOO with The Mane Choice Easy on the Curls Hydration Shampoo.** Making sure textured hair is thoroughly cleansed is the first step to obtaining the ultimate moisture. Hair with buildup cannot properly absorb moisture, which can result in breakage from constant dryness.

***Step 4:***

**STYLE AND SEAL with African Pride's Moisture Miracle Shea Butter and Flaxseed Curling Cream.** Not only does this provide a soft and long hold, but shea butter is a sealant so it helps to trap in moisture for week-long, hydrated and healthy curls.

***Step 2:***

**CONDITION with African Pride Moisture Miracle Honey Chocolate & Coconut Oil Conditioner.** Another key factor to maintaining moisture is to make sure that you do not overload with moisture! This can lead to hygral fatigue (cuticle damage from excessive moisture). Hair suffering from hygral fatigue is often limp, begins to take longer to dry and starts to feel "soggy" and weak. I have cut back on my weekly deep conditionings and this conditioner does a wonderful job at moisturizing without overloading.

***Step 3:***

**APPLY LEAVE-IN CONDITIONER!** The African Pride Moisture Miracle Coconut Milk & Honey Leave-In Conditioner is great for getting out my tangles and is a MUST for layering products to hydrate and lock in moisture.

***Step 5:***

**FLUFF AND GLOW!** Quick tip: The more you pick and fluff, the more you get frizz! So be aware when you're trying to get volume – for me personally, I love big hair and can live with frizz!

Simple right!? I love when my products not only give pretty results but also give long-lasting moisture to protect my hair and promote length!

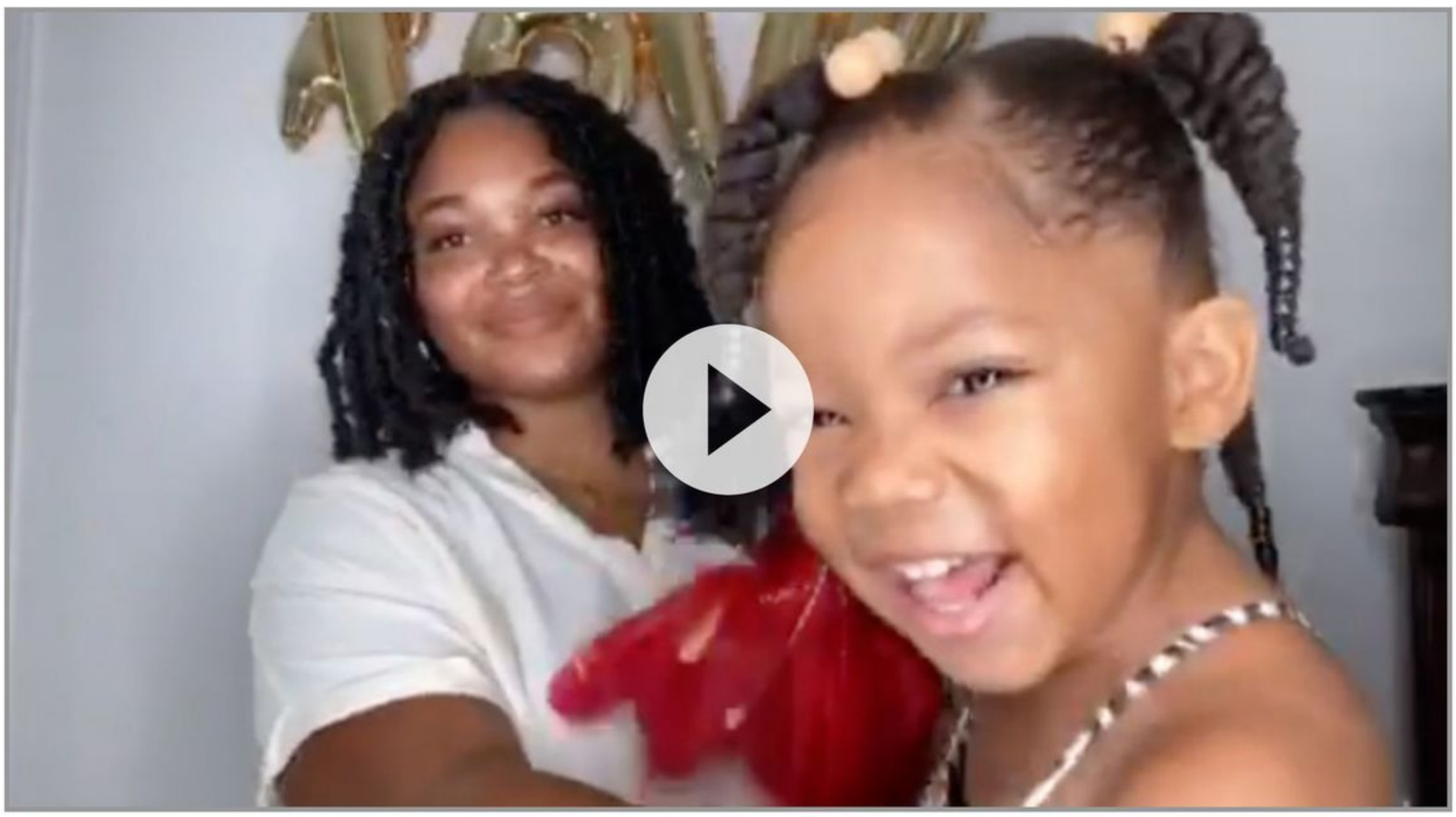
*Follow @dayelasoul*

Find these products at your neighborhood Dollar General store!

# Mommy and Daughter Protective Styles

by *Candace McCloud*

Even if you know a thing or twenty about good hair care, there's always room for extra tips and tricks from the experts. Our girl Candace is here to help keep all these babies (and their mamas) looking super cute with protective products you'll find for less at your neighborhood DG.



*Love what you're seeing? Be sure to share the magazine on social media and show us your favorite protective styles. Follow us for more great tips @DollarGeneralBeauty*

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# How to Create Long-Lasting Curls

by *Kay Elle White*

Hey Sis! No one likes spending time curling their hair only to have the curls fall within 30 minutes. Whether you are going to work or meeting your besties for brunch, you can achieve beautiful, long-lasting curls for your wig in 4 easy steps.

**Step 1: Detangle Your Hair**

Using the Belle Comb & Brush Set, gently detangle your unit with the paddle brush. When detangling, be sure to start at the bottom and work your way up. This step is necessary to prevent knots and frizziness.

**Step 2: Apply a Heat Protector**

It is important to always use a heat protectant before using any hot tools. Garnier Fructis Style Flat Iron Perfector Straightening Mist is a paraben-free product that has argan oil which not only protects your hair from heat damage but also tames frizz as well. Section off your hair and comb through it with the Belle comb then spray the mist on to the hair.

**Step 3: Curl with Conair Ceramic Curling Wand**

Immediately after spraying your heat protectant, wrap your hair around the Conair Ceramic Curling Wand and hold for no more than 10 seconds. This clamp-free wand will give you smooth curls with no creases. Be sure to have the smallest end of the wand pointed down for better results. Once you release your hair, cup the strands in your hand until it cools, then gently let it fall.

**Step 4: Apply Hair Spray**

Once you have curled your entire wig, finger comb through your curls. Holding the can 10-12 inches away, spray TRESemmé TRES TWO Ultra Fine Mist Hair Spray evenly over your finished style. The lightweight formula of the mist gives you a strong yet flexible hold that will not leave your hair stiff or sticky.

Doing these 4 steps will not only give you beautiful voluminous curls, but they will be long-lasting as well.

*Follow @justkayelle*

Find these products at your neighborhood Dollar General store!

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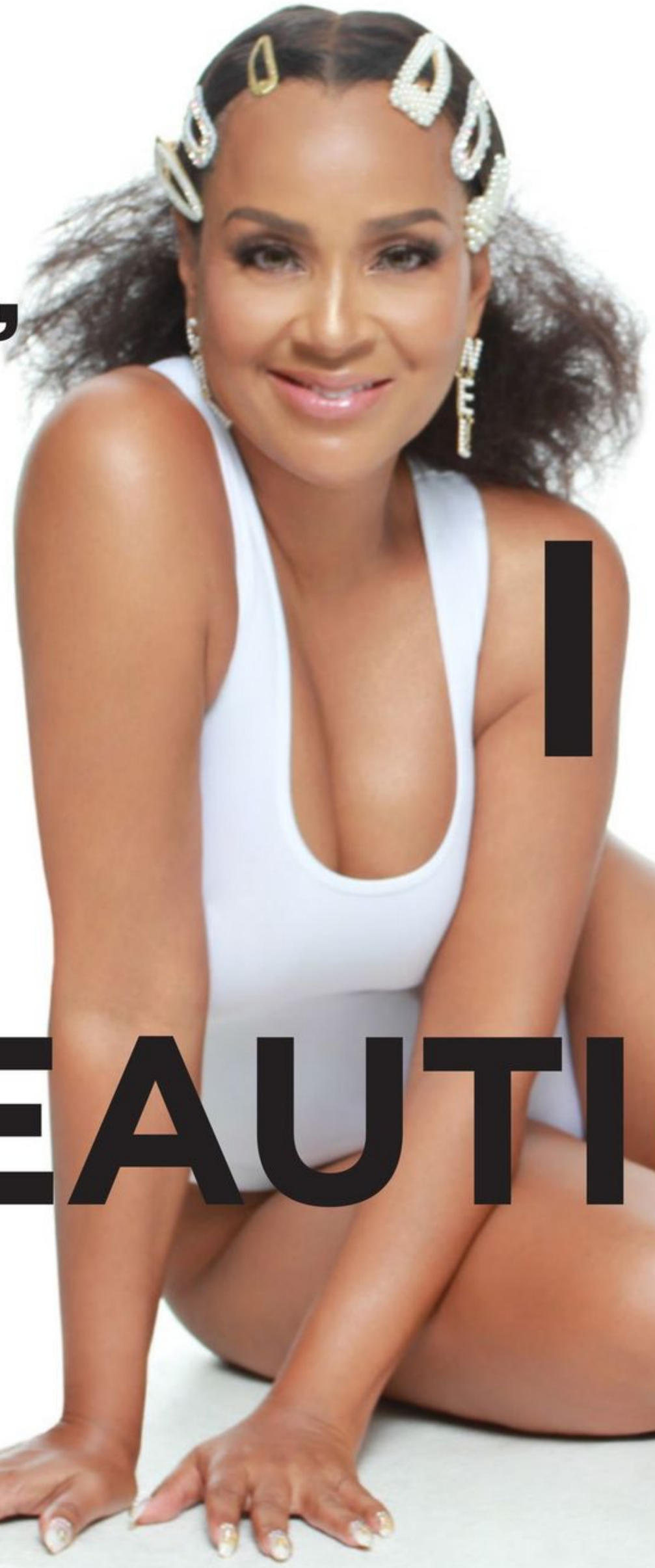
# LISARAYE MCCOY

***INTERVIEW***

**YES,**



# I AM BEAUTIFUL!

Cover and Article Photographer: Erick Robinson
IG @imerickrobinson

# ENTERTAINER SPOTLIGHT

**Actress, advocate and mother LisaRaye McCoy is the queen of keeping busy and keeping it movin'.** Not only has she made a name for herself on-screen in The Parent 'Hood, In the House and a starring role on the CW Network's All of Us, among others, she's also earned bona fide royal credentials as the one-time first lady of the former Premier of the Turks and Caicos Islands.

Using her celebrity to highlight issues close to her heart, LisaRaye currently serves as global ambassador for the Susan G. Komen Race for the Cure® and is the creator of the Miss Rayediant – a pageant for teen girls focused on nurturing creativity, leadership and self-esteem.

Please hand this woman her flowers. Then read on to see how to snag some more bouquets of your own.

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*You're such a busy woman. You're doing things all the time. I see things behind you right now, looks like pants or jeans or something.*

I was the ambassador of this jean company called PZI jeans out of Atlanta. Seven years later, they called me and said, "Hey, we're ready to retire, we know that you are fond of our jeans and we will go to do a collaboration together. You want to buy the company?" So, I bought the company last year. And I actually was setting my designs and figuring out how I wanted to do a core jean, which is just a good natural fitting jean for curvaceous women, coupled it with a fashion jean that fits just as well. That's what's behind me: PZI Jeans by LisaRaye. With the pandemic, I was supposed to launch this summer but now I'm looking at around the holidays this year.

*I understand that you come from a family that was involved in business, your mom was a model and your dad owned hotels, tell us how that affected you as an entrepreneur.*

When I was younger, I thought about business as something that's fun, because my family made it look so easy. Businesses became a collectible item to my father: a radio station, a nursing home, car washes, real estate, hotels, motels, law offices and a club. I really clued in to what type of person it takes to run all of that. And he was so good with his employees – knowing them and allowing them to know him.

It was important for him to have a business where people liked him. He said, "Baby, if you get somebody to work for you and they like you, they go that extra mile for you." And then I remember being in the car sometimes and he would call inside one of the businesses and he would let the phone ring. And if it rang past five rings, by the time they answered he said, "Now you have a customer there that you're checking in, but the person on the phone is calling in, we don't yet have them. I need you to not be that busy, where you don't answer the phone."

I learned how to be a people person. I learned about relationships. And I learned about the power of money.

*There are a lot of women from ages 18, or probably even younger than that, on through their 70s who are trying to start their own businesses. As an entrepreneur who's been successful, what kind of advice would you give them?*

I originally thought you needed all this capital to start business. But credit is your best friend. This is why it is important to keep your name and your credit good from the beginning. My father did something for me when I was 16. He added me on to his credit card so I could start generating good credit. Those numbers, you know, the 700, 730, 800 – those numbers are good numbers to be able to have. Because if you need to borrow money you can borrow against your credit. A small business loan goes a long way. Start small.

*You were an actress and many of us remember a lot of your roles. How did that even get started?*

Oh, well, my father – which, I'm a daddy's girl – he was murdered in 1988. So my world, of course, turned upside down. And I never really thought about what I wanted to become because I automatically knew what I was going to do, which was to run the family's empire. So I started in the business from the ground up – from being a housekeeper, to being a clerk, to being the switchboard operator.

So, when he died, I was totally devastated. It's funny how God has a way of putting you on your butt to put you on your knees. But it made me say, "What are you going to do with your life?"

When I became a mother, that totally changed my life. Looking at something that was mine, and that she would need me, made me rise to the occasion. And, to be quite honest, I knew that I wasn't going to go back to school. And I knew that I wanted to leave Chicago too, because I was a big fish in a small pond. My father's name rang bells. And I was just like, how am I going to live up to that? So I called my mom and I said, "I'm going to go to California and become an actress." I did a small movie called *Reasons*, which was executive produced by Spike Lee's producer, Monty Ross, and it didn't get a distribution deal. However, I was the lead. And so, when Monty called and said you need to go to California for pilot season, you need to go there and get an agent, I moved.

I brought my daughter here, and we didn't look back. We did just what I am doing now, building and still building and still being relevant and doing what I like, which is acting and playing pretend.

*That was sort of a fairy tale, though, because how many people go out to California to become actors and actresses and never get as far as you did, never even get the opportunity?*

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It's funny you say that because I just had that conversation. I said, "You know what? It's such a thin line between tooting your own horn and believing in the hype." So you got to find that balance, right? But you gotta have that confidence as well. I think I give myself enough credit, because I came out here from Chicago to the pretty people state with everybody out here trying to do the same damn thing. And I made it. It's not until I did interviews that I realized, like, *Yeah, you did do that. Girl, you alright.*

"We are trendsetters as Black people. In music, in fashion, in hair, in sports and in every arena. Now we cannot be ignored at all."

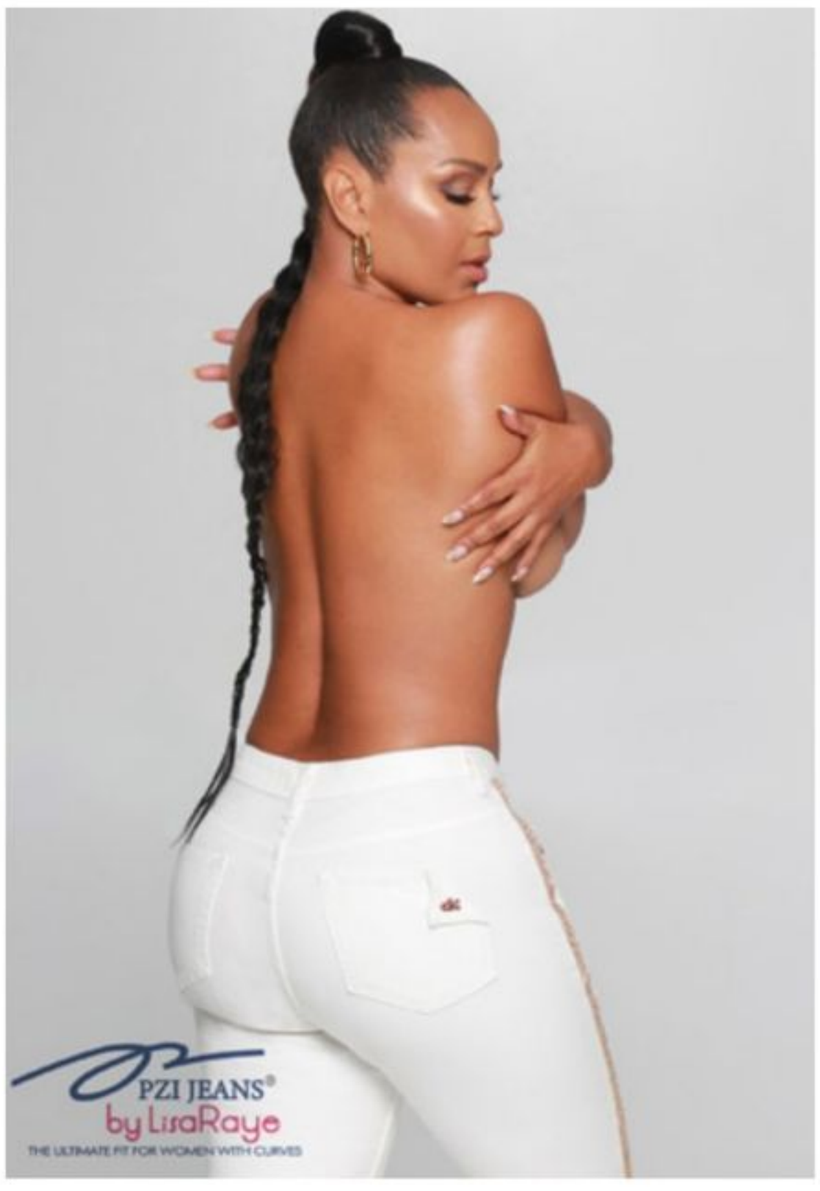
*Now* The Players Club *was like, number one. I mean, people were quoting it, it was a movie was that was iconic. What did you like about playing Diamond? What was it that really connected you to her?*

What attracted me to it was the storyline. Because, although I didn't really horn into being a stripper, I liked the fact that the motto of the whole movie is "make the money, don't let the money make you."

That's exactly what Diamond did. She chose this position to become a stripper to help her son get through school and to help her get out of her parents' house. I have friends that have taken care of their families that way. I've had a girlfriend that had actually gotten her way through med school that way, so I know that it is a way, even if it wouldn't necessarily be my way. So, I've learned not to judge and I've learned to push that message that was in *The Players Club*, which was do what you got to do and come on out of there. Because that's what she did. She came out of this. She became a journalist and she left. So when people always say, "What about a *Player's Club 2*?" You didn't see the ending. I became a journalist. I'm gone. I'm no longer a dancer.

*You have inspired numerous "all white parties" where people wear all white. I mean, it's kind of a thing now. How did you get started being known as the person who wears only white?*

I believe that it was one weekend back 16 years ago, where I went out of town, and everything in my suitcase was white – but they were all different white outfits. And I kept thinking, well, *this is fresh*, you know, and I wonder if I could do this for a week, I wonder if I could do this for a month, and then that turns into two months, a year and it's been 16 years. I just feel crisp and clean. I always say that I'm not a virgin, but I could be an angel.



*You, Kerry Washington and JLo have refused to age. You have just stopped it, not happening. What is your secret? What are some of your secrets? I'm sure a lot of our readers want to know this.*

I'm not *these* PZI jeans but I am my mama's genes. I get it from my mama. I really think that it has to be how you take care of yourself and how you look at the number of age. I think that we now have more accessible to us to be able to take care of our temple – inside and out. I am not a vegan or anything like that, but I do watch what I eat. I do drink water but not excessively. I don't drink a gallon of water a day. I don't do any of that. I do moisturize and I do not go to bed in my makeup at all. Like never, not ever. I am under the lights and the makeup is baking in my skin all day. You want to keep your skin supple and moist, so I definitely will moisturize my face throughout the day. Products are important too.

*Tell me about the vision boards. What do you suggest people do if they want to start a vision board?*

I do a four-hour brunch seminar. A vision board is really your Things To Do List. It's almost like your grocery list. And so, it's strategic. Because we dream in picture form, we get to write and scribble it down to say, "How can this come to fruition?" When you're visualizing it, you're saying to yourself, yeah, that's right. I want that 2020 BMW. Then what are you doing to get it? The only thing then we're up against is time and we got plenty of that. You should be able to accomplish what you want to accomplish in your life.

*How is the private LisaRaye different than the public LisaRaye?*

I'm more to myself because I talk a lot throughout the day. I like to meditate. I like to find me a strong phrase of affirmation that I can say daily, and I can kind of think about where my life is. I listen to the sounds of the world, meaning the birds chirping. Sometimes I feel like I can hear the grass growing. I love water. I have a pool where my jacuzzi runs into my pool, so I like to hear the water sound. I like to feel like I'm on vacation all the time. Maybe I take a weekend retreat. I do that once a year by myself. I will go and fast and pray, and I'll write out things. And that's when I kind of add things to my vision board. But I really enjoy my downtime because my mother used to tell me all the time when I got my house, she was like, "Why are you getting such a big house?" And I said, "Well, I like my family to be able to come and have someplace to go – family pajama party style, girl! Come one, come all!" I'm also an entertainer. I love to cook. I love to drink. I love to conversate. I love to make people laugh because I'm actually very funny.

"Which led us to believe that, you know, our color is not to be celebrated as often or as much as our counters. But oh, we're changing that now."

*And this is going to be in* BeautyCents *Magazine for a lot of Dollar General customers. Dollar General does not sell high-priced cosmetics. Is it possible to look your best when you don't necessarily spend $300 for facial cream?*

Absolutely! Let me tell you one of my first products was Wet & Wild. The lipsticks, lip glosses, lip liners and the lip pencil. And I'm telling you another thing, Maybelline eyeliner, that velvet black, the red pencil set, I use that to this day. I burn it a little bit with a lighter and slide it across my eye, it works wonders. I love Maybelline mascara. I don't have to spend $300 on the mascara, not at all, I can go right over here to the neighborhood DG and go and get what I need. I love a translucent powder. So you're not sweating and looking, you know, hot. You can find that at Dollar General stores.

*What one self-care tip do you have for all of the people who will be reading this?*

The one thing I would really say is water, because water flushes everything. It flushes your kidneys. It flushes your liver. It flushes your bladder. You know it helps you sweat, and when you sweat, you sweat out all the toxins. So water - the intake of water is important.

*What is one piece of advice to leave our female readers with on embracing their beauty from inside out?*

Knowing that you can change, knowing that you can enhance. So work with what you have. Start there, start picking some things from you that you absolutely love about yourself, and build upon them.

*Women of color in particular, find that they have to maybe work harder to be accepted as a beauty standard. What kinds of things do you have to tell them?*

I know why we don't look at ourselves as a beauty standard, because we don't see ourselves in the magazines. You know, it was a long time before we started seeing women of all colors and hues that we are. We would always see the size two, bean pole girl on the cover. Now that we have *Ebony Magazine* and *Essence*, you know, we've had them to look at, but we didn't see us on *Bazaar* or *Vogue* or anything like that, just every now and then. Which led us to believe that, you know, our color is not to be celebrated as often or as much as our counters. But oh, we're changing that now. And I like the fact that we'll change that now because we also are celebrating natural hair. And when we say natural hair, it's just been what, 20 years ago that you couldn't wear dreads to work in the workplace. You know what I mean? They didn't really see that as being a real hairstyle. And it was like for us, it was like, how can you not? It started in Africa. But here's another thing. It took Bo Derek to be running across the beach, with her damn braids for us to go, oh, they're beautiful. They've been beautiful. They were ours in the beginning, but we are trendsetters as Black people, in music, in fashion, in hair, in sports and every arena. Now we cannot be ignored at all. We're looking at ourselves saying, **"Yes, I am beautiful."**

I am beautiful as mocha. I am beautiful as chocolate. I'm beautiful as cappuccino. I am beautiful as vanilla. And I love that we are embracing who we are because we have to show not just us, but the generation after us, that they are beautiful as well.

# WHAT'S NEW AT DOLLAR GENERAL

***Believe Beauty Fragrance Mist – So Fresh***

Sicilian lemon is lightly wrapped with tart green apple and finished with woody notes. Spritz on your body throughout the day to stay so fresh!

SHOP NOW

***BIC Soleil Sensitive Triple Blade Razor***

The razor effortlessly glides along your skin as you shave, leaving your skin feeling soft and smooth. The three flexible blades adjust to the curves of your skin and protect your skin from nicks and cuts.

SHOP NOW

***Neutrogena Hydro Boost Hydrating Water Gel Face Moisturizer***

Suitable for all skin types, this non-comedogenic face moisturizer combines the lightweight feel of a gel with the long-lasting moisturizing power of a cream, leaving your skin feeling smooth and supple.

SHOP NOW

***Freeman Polishing Mask – Charcoal & Black Sugar***

Pollution and debris, it's a wonder skin can breathe! This unique mask and scrub works double time to detox skin.

SHOP NOW

***Hello Shea Butter Fresh Citrus Deodorant***

This epic deo rocks awesome ingredients like tea tree oil and shea butter and provides all-day friendliness to fight the stink, soothe and moisturize. Anything less would be the pits.

SHOP NOW

***Studio Selection Sierra Razor Handle & Cartridges***

This razor's triple formula lubricating strip moisturizes, calms and protects even the most sensitive skin. The 5 blades offer the closest and smoothest shave.

SHOP NOW

# WHAT'S NEW AT DOLLAR GENERAL

### *Aunt Jackie's Curling Gel*

Aunt Jackie's Curling Gel is enriched with flaxseed and wheat protein for natural curls, coils and waves.

SHOP NOW

### *Neutrogena Hydro Boost Cleansing Wipes*

These soft, disposable face wipes feature a fresh cleansing lotion that effortlessly glides over the face and eyes to effectively remove dirt, makeup and impurities, including waterproof mascara.

SHOP NOW

### *Dickinson's Original Witch Hazel Pore Perfecting Toner*

Original 100% natural witch hazel gently cleanses and conditions pores to maintain clear, smooth & balanced skin without overdrying.

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### *Palmer's Cocoa Butter Lotion*

Made with pure cocoa butter, enriched with Vitamin E, in a soothing emollient base, heals and softens rough, dry skin, smooths marks and tones skin. An excellent all-over-the-body moisturizer and after-tanning butter.

SHOP NOW

### *KISS Wide Band Set Bonnet*

The breathable silky satin fabric and comfy wide band securely retains hair moisture and style.

SHOP NOW

### *Neutrogena Hydro Boost Body Gel Cream*

Designed for daily use on dry to normal skin, this hydrating body gel cream replenishes skin to help improve hydration and smoothness, leaving your skin beautifully supple.

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# Beautiful Hair = Healthy Hair

## Products for Shine and Nourishment

Our hair comes in all kinds of gorgeous textures. No matter the length, color or shape of our tresses, the secret to making sure it looks amazing all day every day is keeping it as healthy as possible.

If you want major #hairgoals, concentrating on treating your scalp right and building a strong foundation is key. First, begin by finding the appropriate wash cycle for you and don't overdo it. Once a week or every 10 days may be perfect. Really pay attention to how your hair reacts to your wash schedule. You don't want to overwash and dry it out. Your hair is like a diamond, sis – rare, unique and fabulous. So don't waste a minute worrying about anyone else's wash cycle, do what works for you!

Then, focus on adding good habits to your daily routine, including drinking enough water, eating a balanced diet and using products that bring out the best in your hair. What you put into your body and on your strands makes a big difference.

Next, look at the vitamins we included in the "Healthy You" section. Sometimes a biotin supplement mixed with good hair practices is just what you need.

Finally, let's concentrate on those topical products that are easy to find at DG and easy to use. Want to gain some inches and add some moisture and shine? Check out the following goodness that will help keep your hair beautiful from root to end, right at home.

### Royal Oils by Head & Shoulders Instant Soothe Scalp Elixir

Specially created for preventing dryness and itching, this leave-in formula is a great way to balance and restore your scalp.

### Lusters Pink Oil Moisture

This is an oldie, but a goodie. We all grew up on this one and it still works today. With vitamin E and B5, it helps to revive damaged hair and condition in between washes. Be sure to massage all the way through your hair, beginning at the roots.

### Crème of Nature Leave in Conditioner

Leave-in conditioner in a spray? Yes, please. This moisturizes your hair and protects from heat. Flat ironing your hair? You'll want to grab a bottle of this spray.

### Palmer's Coconut Oil Deep Conditioning Protein Pack

Give your hair some extra love with this intense, deep conditioning treatment that helps repair fragile hair while adding mega shine.

### Pantene Gold Series Intense Hydrating Oil

For use on wet or dry hair, this argon-oil infused treatment can be massaged into your scalp for moisture and brightness throughout the week.

### ORS Curl Boosting Jelly

Add more bounce per ounce with this light cream that helps to moisturize and add volume to your curls.

We always recommend consulting a stylist to find what's best for you. Be sure to get regular trims and deep condition periodically. And just like you need your beauty rest, so does your hair. Silk scarves and pillows are made for queens. Honey, you've got a crown up there so wrap your hair tight for a great night. Be good to your hair and it will be good to you.

Find these products at your neighborhood Dollar General store!

TIPS THAT MAKE CENT$

# Best Lip Colors for Every Season

by *Miranda Mendelson*

Choosing new go-to lip shades is one of my favorite parts of seasons changing. Each comes with its own trends, and lipstick colors are an easy way to switch up your look all year.

**If you're looking for new colors to add to your collection, check out these budget-friendly recommendations from Dollar General. They're some of my favorite lipstick formulas and must-have lip colors to wear for every season!**

# TIPS THAT MAKE CENT$

## Fall: Burgundy & Brown

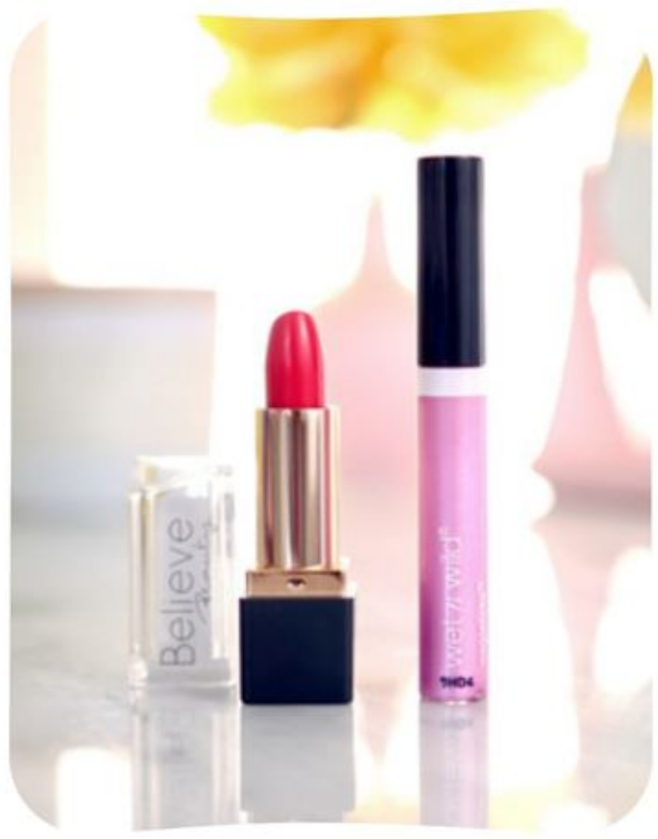
Now that we're in fall, it's time to break out those deeper colors. Rich shades like burgundy and brown will make a statement in one swipe.

If you're a longwear liquid lipstick lover, check out the Covergirl Outlast All-Day Lip Color in Brazen Raisin. It's a deep burgundy that dries down to a transfer-proof matte finish. The included topcoat helps seal the color in and add moisture. If you want to try out brown lipstick, you'll be surprised with how many different kinds of brown there are. The cool-toned Boss Brown Perfect Tone Lip Color from Black Radiance is a little grungy and looks killer with a smokey eye!

## Spring: Pinks & Pastels

After winter, it's refreshing to break out the bright colors to match the blooming nature that comes out this time of year.

The Believe Beauty Satin Crush Lipstick in Peach Mimosa is a bright pink for bold moods. It's a daring coral color, and the formula feels really smooth on the lips. It isn't spring without pastels, and the Wet n Wild Megaslicks Lip Gloss in Sinless fits the bill perfectly. It's a light candy pink with a metallic finish, which has been super trendy lately. It's flashy and bright and definitely puts a pep in my step when I wear it.



## Summer: Orange & Nudes

Orange is a fun shade to play with during the warmer months, though I know it can be a daunting color! Instead of reaching for a traffic-cone orange ... try the Maybelline Color Sensational Lipstick in Spice For Me. It leans more terracotta and is on the more neutral side of orange for everyday wear. During summer, I also find myself doing natural, fresh faced makeup often and keep a few nude lip colors on standby. The Believe Beauty Lustrous Shine Lipgloss in Georgia Peach is a staple of mine for these looks. It's such a pretty wash of sheer color that slightly amplifies your natural lips with subtle shimmer and high shine.

## Winter: Red & Mauve

While you can rock red all year round, I find it particularly striking to wear in winter. It really pops when your environment may be snowy and gray. The Believe Beauty Velvet Matte Liquid Lipstick in Cherry On Top is an incredibly flattering red – not too bright, but definitely exudes strength. Another shade from the same line to wear this winter is Mischief, a deep mauve. Mauves are probably my most-worn lip color since they can match so many different looks.

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Find these products at your neighborhood Dollar General store!

Remember, at the end of the day, there really aren't any rules to beauty. While these shades fit within the general vibe of each season, the best part about makeup is individuality. Play around and find what makes you feel the most like you!

# Quick Morning Beauty Routine for Busy Moms

by *Torche' Nash and Nailil Rodriguez*

If most people are putting their best foot forward, then moms are out here putting their whole entire legs, torsos and heads into this thing too. Which is why we gotta remember to do a few extra things that make us feel good every day. Enter fabulous mamas Torche' Nash and Nailil Rodriguez with quick tips to help. Because you know what they say: if you get your face right, your mind will follow. Okay, they don't say that. But they should.

## Torche's morning routine:

***1. Exfoliate*** – Starting off with an exfoliator every morning can clear away dead skin, increase your skin's radiance and help you feel more energized.

***2. Use a Toner*** – Toners clean dirt and oils more efficiently than facial cleansers alone.

***3. Moisturize*** – It's best to moisturize while the skin is still damp, locking in more moisture throughout the day.

***4. Use a Facial Mist*** – Running after the kids all day can leave your skin dry. Try keeping a facial mist with you to add hydration.

*Follow @beingecomomical*

## Nailil's morning routine:

***1. Cleanse and Moisturize*** – No matter how quickly you want to get out the door in the mornings, both cleaning and moisturizing are a must for healthy skin.

***2. Never Skip on Sunscreen*** – SPF is not just for summer. It should be used through every season, so make it part of your beauty routine for sun protection.

***3. Minimal Make-Up*** – A quick way to look put-together regardless of the morning rush is to wear mascara, concealer, lipstick and blush.

***4. For Lasting Hairstyles, use Hairspray.*** I used to think it was a thing of the 80s but the truth is that it makes my hair styles last from morning to evening.

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# How To Get The Best At-Home Manicure

by *Naja Rickette*

Due to global circumstances, we've all been home for some time now. Alone with our nails and missing our manicure appointments. Luckily, I have some fun tips I've learned over the years to help with your at-home manicure. I am going to jump right in with the most common mistakes I hear from DIY manis.

## *THE DON'TS:*

Do not polish WITHOUT a base and topcoat.
Make topcoat your best friend. It will help smooth out your polish application, add a great shine and keep your polish lasting longer. For less steps and one bottle, there are great base/top coat combos. Try L.A. COLORS Gel Extreme Shine.

**PRO TIP:** 'Cap the Edges' of each nail by swiping the tip of the brush along the length of the nail with each layer of polish.

Do not apply polish to oily nail beds.
It is imperative that your nail bed be completely clean of all microscoptive dirt, debris, oils, lint etc. prior to applying the grand trio (base, color, top). Do not use cotton. Instead, try lint-free wipes, or my choice: a makeup brush dipped in acetone (this brush will also double as a clean-up brush for polish on the skin/cuticle).

Try Believe Beauty Angled Eyeliner Brush – it's perfect for cleanup.

Do not cut or trim your cuticles.
The skin attached to the nail plate should never be cut because it will grow back thicker and tougher, almost like scar tissue, as it tries to protect itself from the nippers.

**PRO TIP:** Push back the eponychium (side walls of the nails and around the cuticle) by starting at the top free edge of the nail and pushing in a gentle circular motion going down the eponychium. Rule of thumb – whatever is not attached to the nail plate or is "in the air" is considered dead and can be trimmed.

## *THE DO'S:*

Do prepare properly.

The best time to give yourself a manicure is after a long bath or shower. Your skin is softened and cuticles are ready to be groomed.

**PRO TIP:** A manicure should not hurt. If you feel pain during this process, it means the fingers were not prepared properly and is a sign of overzealous nipping/trimming (I used Studio Selection Manicure Kit).

**Okay, now that we have the Do's & Don'ts, let's add simple and affordable relaxation. Use everyday items found in the kitchen aisle at your local Dollar General to create an aromatic hand soak and an exfoliating scrub (I even got the mixing bowl from DG).**

**At-Home Spa Recipes:**

Hand Soak – In 1 cup water, add 5 drops essential oil + 2 Tablespoons of olive oil. Heat for 1 minute. Soak hands for 3-5 mins.

Hand/Foot Scrub – Combine 1 cup of sugar (or salt) with ¾ cups of oil. Mix thoroughly. Apply to overall hands and fingers concentrating on each nail plate and cuticle area.

**The steps:**

1. Remove existing polish with lint-free pad soaked in polish remover.
2. Cut and/or file nails by starting at the right side and filing towards the center of the nail (repeat starting from the left and back to center). Never file in back and forth sawing motion.
3. Soak fingers in warm water and/or oil for 3-5 minutes.
4. With an orangewood stick in a gentle circular motion, push back the cuticle area. Only trim the dry, dead skin that is in the air and nothing that is attached to the nail plate. I used the cuticle stick included in the Studio Selection Manicure Kit.
5. Remove all oil and other impurities from the nail plate with polish remover.

**PRO TIP:** Wash your hands first and then make sure to remove ALL oil, paying particular attention to the side walls of the nails where oil may be hiding. Believe Beauty All-over Eyeshadow Brush is my top choice for this job.

6. Apply 1 layer of base coat (remember to cap the edge of the nail with each layer). To skip this step, use L.A. COLORS Gel Extreme Shine (no UV light is needed) .
7. Apply 2 coats of color and finish with a top coat.

Circumstances sometimes have us finding new ways to complete our moods and our looks. A fresh manicure completes any look whether at home or around town. Take some "me time" and give your hands a treat.

Find these products at your neighborhood Dollar General store!

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# Why I Love My Curves

*Share a selfie and tell us why you love your curves and be sure to tag @DollarGeneralBeauty*

My curves are beautiful because I make the choice to believe so. What you think is what you believe and plays a part in your everyday life and the choices you make. I celebrate my curves because this is my body, it's powerful, it's gifted, smart, fierce and it's mine.
***By Jasmine Winters***

Truly learning to love the body you have is a life-long journey. I have learned to love my curves because this body is the only one I will get. These curves have successfully brought a child into this world, they have carried me through a beautiful life and this body is the one God saw fit to bless me with. How can I not love it?
***By Alesha Faulkner***

Being comfortable in your skin and loving your curves all starts from within. I have gained a few pounds from dealing with the pandemic, social injustices and life in general, and I love my new curves. If you are struggling to find beauty in your curves, I suggest saying daily affirmations each morning as you look in the mirror!
***By Kay Elle White***

I am an active person who loves to move – from hiking, to running, to dancing like crazy in my room. I appreciate everything my body does for me, the adventures it takes me on, and my curves are what make it unique.
***By Miranda Mendelson***

My curves are beautiful because they are a gift from God. Maturity along with a lot of personal and spiritual work has led me to become enveloped in gratitude. De-conditioning myself from society's approved (yet ever-changing) views on body image/type. I embrace me. Thank you God!
***By Naja Rickett***

My entire life, people have told me "OMG! you're so skinny," but that has never affected me because I'm confident with my body. Even though I'm not super voluptuous, I proudly embrace the small curves that I do have. My most beautiful curve is my smile.
***By Van Lenore***

My curves have always been beautiful to me and I don't need a trend to tell me that. Embrace what you have because that's what makes you, YOU!
***By Candace McCloud***

# Why I Love My Curves

My body is a major part of what makes me who I am, and I consciously make the decision to always appreciate all I have got to offer. It is very easy to get carried away in what is portrayed in the media or in society in general, however, the minute I realized that there is nothing more beautiful than a woman with self confidence, the game changed for me. I absolutely love every part of my body, from my arm fat to my stretch marks to any rolls I might have. They make me "you-nique."

***By Titilayo Abiwon***

As a mom, body image is so important because it plays a major role in our overall confidence. Our level of confidence affects how we treat ourselves and others. Accepting ourselves and our beautiful bodies, the way they are, is vital. Seeing ourselves in a positive light allows us to treat ourselves better – which sets a standard on how we allow others to treat us.

***By Torche' Nash***

The truth is, over the last couple of years, I went from being very petite, maxing out at 110lbs at 5ft, to some significant weight gain that is completely new to me and that I felt I could not manage. Learning to love my new, curvier shape and becoming comfortable in my skin has been all about speaking positivity over my body, building up my confidence and getting disciplined in taking care of my body, inside and out. It's challenging mentally and physically but I love the journey towards loving and caring for my body again.

***By Daye La Soul***

*Show us your best on camera look and tag us #DollarGeneralBeauty. Follow us for more great tips @DollarGeneralBeauty*

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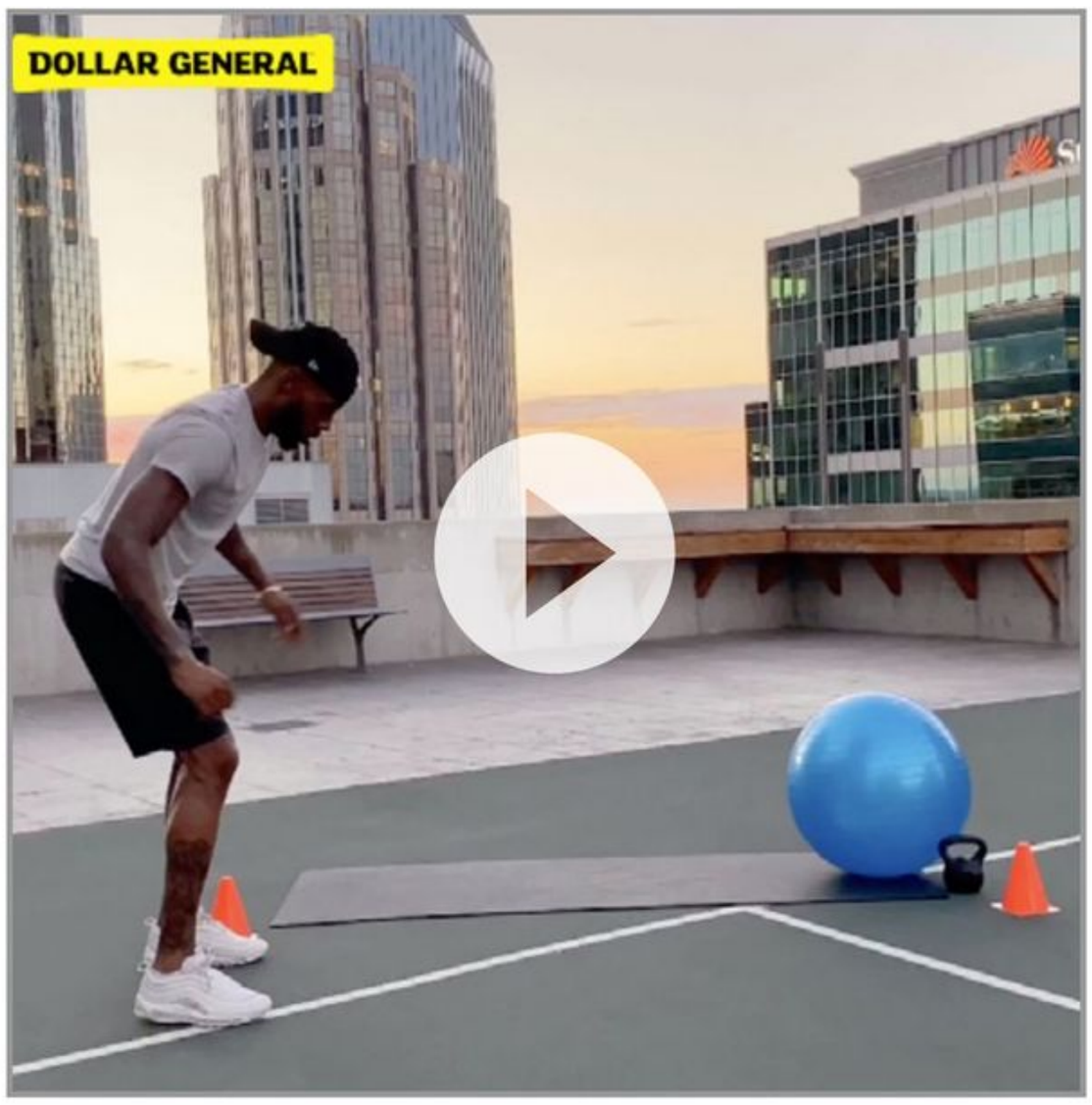
# 5 Easy Exercises You Can Do Anywhere

By *Derrick Billups*

Your pinkie toe hurts. It's Saturday. You just did cardio, like, two weeks ago. If you have your fair share of lame excuses for not working on your fitness, Derrick Billups (founder at City Fit Concierge) is not here for it. But he is here to give you a little motivatiooon [music emoji] and show you how a quick, total-body workout is totally doable with the help of a few things from your local DG.




*Love what you're seeing? Be sure to share the magazine on social media and show us your favorite exercise. Follow us for more great tips @DollarGeneralBeauty*

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# Beauty & Health Items for Every Woman

Listen. We can all appreciate getting a good ol' fashioned glow up with everything from gorgeous hair to an on-point pedi, but we can't forget how important it is to nurture our bodies and minds from the inside too.

Adding the right vitamins to your daily beauty regimen is an easy and inexpensive way to squeeze some extra excellence into your routine. At DG, better health and well-being – plus a little somethin' for keeping your outside as flawless as possible – is only a neighborhood stop away.

**Baby steps, baby.**

Start small and cover all the basics with a great women's multi like Multivitamin Gummies from Rexall®. Chewable vitamins for grown women? Yes, ma'am. They taste good and some people find they're easier on the tummy too. Plus, if you're maybe not getting all your fruits and veggies every day (we see you and we don't judge), this simple addition will help keep your A, B C's, and all the rest, right in check.

And speaking of beauty with a capital B, adding a Biotin supplement like Nature's Bounty® Optimal Solutions Hair, Skin & Nails Gummies is the perfect way to amp up your beauty arsenal – no makeup required.

**Grab a lift.**

Immunity is absolutely essential all year round. But giving it a little boost as we're nearing winter is always a smart idea. Incorporating Emergen-C® Immune+ Gummies with Vitamin D can help strengthen your immunity through the colder months and beyond. Plus, the addition of Vitamin D is quite literally sunshine in a bottle.

**Stay ready.**

If you're always on the go and find yourself fighting the mid-day slump, power through and pull out all the good-stuff stops with Vitafusion™ Women's Mulitvitamin, Energy, Metabolism and Bone support.

The best news is, no matter how you choose to level up your vitamin game, your local Dollar General has lots of options for ten bucks or less.

Find these products at your neighborhood Dollar General store!

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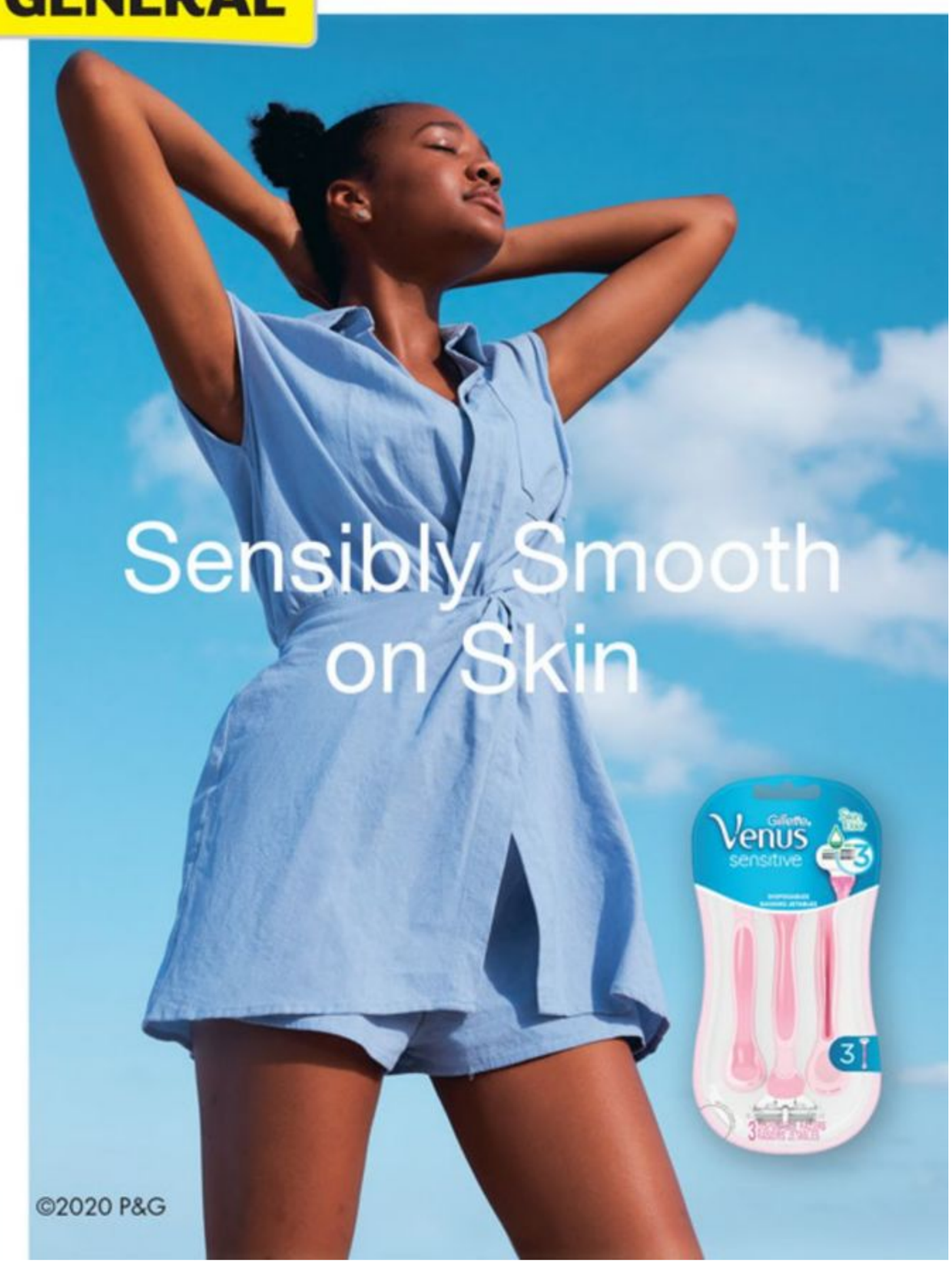

# Favorite Skin-Moisturizing Products for Winter

by *Van Lenore*

***As we shift into a cooler season, it's important to have skin products that correspond with the weather. Chilly temperatures can affect your skin tremendously, so here are some recommendations for making this time of the year more pleasant for you and your body.***

## PALMER'S COCOA BUTTER FORMULA DAILY SKIN THERAPY BODY LOTION

There are tons of lotions to choose from but, during winter, it's important to find a lotion that provides deep hydration all over and locks in moisture. Palmer's Cocoa Butter Formula Daily Skin Therapy Body Lotion is enriched with pure cocoa butter and Vitamin E. It's perfect for all skin types, plus it provides 24-hour moisture and softens and heals skin leaving it silky smooth.

## SIMPLE SENSITIVE SKIN EXPERTS MOISTURIZING FACIAL WASH

One of my personal favorites is a bomb cleanser! When looking for a great cleanser, I go for one that gently cleanses my skin daily without irritation. The Simple Sensitive Skin Experts Moisturizing Facial Wash is unscented, very gentle and 100% soap-free, so it's perfect for sensitive skin. Also, it's infused with bisabolol, from chamomile, which is known to soothe and calm skin, leaving it feeling soft, moisturized and refreshed.

## POND'S DRY SKIN CREAM FACIAL MOISTURIZER

A good moisturizer that you use daily is a must-have! Be sure to get a moisturizer that's lightweight and will last you throughout the day. Pond's Dry Skin Facial Moisturizing Cream helps boost collagen production while preventing dryness and enhancing the overall radiance of your skin.

## BLISTEX FIVE STAR LIP PROTECTION

Lip care in the winter is super important and you'll definitely need a good lippie to take on nature's harshest conditions. Blistex Five Star Lip Protection is the ultimate daily protection for lips that is wind resistant, holds in moisture in dry air and soothes cold-chapped lips. It also has broad spectrum SPF 30 which provides protection from the sun.

## TONE MANGO SPLASH MOISTURIZING BODY WASH

If you want to smell amazing while your skin is left feeling fresh and moisturized, Tone Mango Splash Moisturizing Body Wash is perfect! The delicious, juicy and delectable mango scent paired with cocoa butter and papaya extract has an aroma like no other. The formula is extra moisturizing for softer, smoother skin.

*Follow @vanlenore*

Find these products at your neighborhood Dollar General store!

STAY CLEAN.
STAY BUBBLY.
Softsoap
brand
Vanilla &
Jojoba Oil
with real jojoba oil
Formulated WITHOUT
Parabens & Phthalates

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*Coty calculation based in part on data reported by Nielsen through its Scantrack service for the Color Cosmetics category for the 52-week period ending September 29, 2018, for the Total US market and xAOC (All Outlets Combined) channel, according to the Coty product hierarchy. Copyright © 2018, The Nielsen Company.

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• Leaves skin feeling smooth and refreshed

25 count

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Oil-Free ACNE SCRUB

SALICYLIC ACID ACNE MEDICATION

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Helps fight breakouts with naturally derived grapefruit extract

pink grapefruit

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# Beauty From the Inside Out!

Last year, Dollar General's A Day of Beauty event raised the bar in showcasing the best in multicultural health and beauty with affordable ways to spend on everyday essentials.

During the 2019 event, guests enjoyed free access to expert beauty consultations and demonstrations, a panel discussion and samples from numerous leading health and beauty brands. There were also special appearances from our celebrity speaker, actress Meagan Good, and a performance from R&B singer Kenny Latimore.

The best way to see what this event was all about is to check out the video. We hope you enjoyed Dollar General's A Day of Beauty!

***The best way to see what it's all about is check out this video!***

DOLLAR GENERAL
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**We want to hear from you!**
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